

## II. AMENDMENTS TO THE CLAIMS

The following listing of claims replaces all prior versions, and listings, of claims in the application:

1.-22. (Cancelled)

23. (Currently Amended) A computerized method for identifying a solution to address exposed performance gaps ~~improve a business value~~ of a company in a specific industry, comprising:

first identifying a plurality of operational metrics for the specific industry, wherein the operational metrics includes a factor used to measure health or viability of a generic company in the specific industry, wherein the specific industry is a grocery store industry, wherein the operational metrics include at least one of a rate of inventory turnover and a number of customers per day;

assembling a set of solutions for application by the specific industry, wherein the set includes one of a decision, an action, a product, and a service;

assessing impacts of application of the set of solutions on the operational metrics for the specific industry, wherein the assessing includes determining which of the set of solutions has a negative impact on an operational metric and determining which of the set of solutions has a positive impact on the operational metric;

after identifying, assembling, and assessing, then comparing a current operational performance of the company to an operational performance of another company within

the specific industry to obtain at least one performance gap, wherein the operational performance includes a performance of a company based upon the operational metric for the specific industry;

identifying a solution based upon the impacts to address the exposed performance gaps, wherein the solution is at least one of a decision, an action, a product, and a service that impacts a problem in a positive manner; and

outputting the solution from the computer system.

24. (Cancelled).

25. (Cancelled).

26. (Previously Presented) The method of claim 23, wherein the determining further comprises:

applying a set of conflict resolution rules when a solution has a positive impact on a first operational metric and a negative impact on a second operational metric; and

then determining from the applying whether the solution should be identified for implementation.

27. (Previously Presented) The method of claim 23, wherein identifying the plurality of operational metrics, assembling, assessing, comparing, identifying the solution, and outputting steps are repeated automatically at a scheduled interval.

28. (Previously Presented) The method of claim 23, wherein the another company is a best in class company in the specific industry.

29. (Currently Amended) A computerized method for generating a value proposition for a company in a specific industry in a computer system, comprising the steps of:

first identifying a plurality of operational metrics for the specific industry, wherein the operational metrics include a factor used to measure health or viability of a generic company in the specific industry, wherein the specific industry is a grocery store industry;

assembling a set of solutions for application by the specific industry, wherein the set includes one of a decision, an action, a product, and a service;

assessing impacts of application of the set of solutions on the operational metrics for the specific industry, wherein the assessing includes determining which of the set of solutions has a negative impact on an operational metric and determining which of the set of solutions has a positive impact on the operational metric;

after identifying, assembling, and assessing, then comparing a current operational performance of the company to an average operational performance of companies within

the specific industry to expose at least one performance gap, wherein the current operational performance of the company includes a performance of the company based upon the operational metric for the specific industry;

generating a value proposition by identifying a solution based upon the gaps and the impacts, wherein the solution is at least one of a decision, an action, a product, and a service that impacts a problem in a positive manner; and

outputting the value proposition from the computer system.

30. (Currently Amended) A computerized method for generating a value proposition for a company in a specific industry in a computer system, comprising the steps of:

first identifying operational metrics for the specific industry, wherein the operational metrics includes a factor used to measure health or viability of a generic company in the specific industry, wherein the specific industry is a grocery store industry;

assembling a set of solutions for application by the industry, wherein the set includes one of a decision, an action, a product, and a service;

assessing impacts of application of the solutions on the operational metrics for the specific industry, wherein the assessing includes determining which of the set of solutions has a negative impact on an operational metric and determining which of the set of solutions has a positive impact on the operational metric;

after identifying, assembling, and assessing, then comparing a current operational performance of the company to an average operational performance of companies within the specific industry to expose performance gaps, wherein the current operational performance includes a performance of a company based upon the operational metric for the specific industry;

generating a value proposition by identifying a solution based upon the gaps and the impacts that improves a business value of the company, wherein the solution is at least one of a decision, an action, a product, and a service that impacts a problem in a positive manner; and

outputting the value proposition from the computer system.

31. (Currently Amended) A computer system for generating a value proposition for a company in a specific industry, comprising:

an information system for receiving operational metrics, a set of solutions for application by the specific industry, operational performance data of the company, and average operational performance data of companies within the specific industry, wherein the operational metrics include a factor used to measure health or viability of a generic company in the specific industry, wherein the set includes one of a decision, an action, a product, and a service, wherein the specific industry is a grocery store industry;

an assessment system for assessing impacts of application of the solutions on the operational metrics for the specific industry, wherein the assessing includes determining

which of the set of solutions has a negative impact on an operational metric and determining which of the set of solutions has a positive impact on the operational metric;

a comparison system for comparing, after the assessing, an operational performance of the company to an average operational performance of the companies within the specific industry to expose performance gaps, wherein the operational performance of the company includes a performance of the company based upon the operational metric for the specific industry;

a generation system in the computer system for generating a value proposition by identifying a solution based upon the impacts to address the exposed performance gaps, wherein the solution is at least one of a decision, an action, a product, and a service that impacts a problem in a positive manner; and

an outputting system for outputting the value proposition.

32. (Currently Amended) A program product stored on a recordable medium for generating a value proposition for a company in a specific industry, which when executed, comprises:

program code configured to receive operational metrics and a set of solutions for application by the industry, wherein the operational metrics include a factor used to measure health or viability of a generic company in the specific industry, wherein the set includes one of a decision, an action, a product, and a service, wherein the specific industry is a grocery store industry;

program code configured to assess impacts of application of each solution on the operational metrics for the industry, wherein the assessing includes determining which of the set of solutions has a negative impact on an operational metric and determining which of the set of solutions has a positive impact on the operational metric;

program code configured to, after assessing, compare a current operational performance of the company to an operational performance of another company within the industry to expose performance gaps, wherein the current operational performance of the company includes a performance of the company based upon the operational metric for the specific industry;

program code configured to generate a value proposition from a computer system by identifying a solution based upon the gaps and the impacts, wherein the solution is at least one of a decision, an action, a product, and a service that impacts a problem in a positive manner; and

program code configured to output the value proposition.

33. (Currently Amended) A program product stored on a recordable medium for generating a value proposition for a company in a specific industry, which when executed, comprises:

program code configured to receive operational metrics, a set of solutions for application by the industry, operational performance data of the company, and average operational performance data of companies within the industry, wherein the operational

metrics include a factor used to measure health or viability of a generic company in the specific industry, wherein the set includes one of a decision, an action, a product, and a service, wherein the specific industry is a grocery store industry;

program code configured to determine impacts of application of the solutions on the operational metrics for the industry, wherein the determining includes determining which of the set of solutions has a negative impact on an operational metric and determining which of the set of solutions has a positive impact on the operational metric;

program code configured to, after determining, compare an operational performance of the company to an average operational performance of the companies within the industry to expose performance gaps, wherein the operational performance of the company includes a performance of the company based upon the operational metric for the specific industry;

program code configured to generate a value proposition from a computer system by identifying a solution based upon the impacts to address the exposed performance gaps, wherein the solution is at least one of a decision, an action, a product, and a service that impacts a problem in a positive manner; and

program code configured to output the value proposition.